

## 4TH QUARTER FSI REVISED BUDGET

Unit coupon

DESCRIPTION		CIRCULATION	UNIT COST	REDEMPTION	TOTAL COST	INCREMENTAL COST FROM 12MM CIRC.
\$2.25 OFF CARTON OR B1G1F COUPON		12,000,000	\$2.35	2.40%	\$677,000	N/A
		14,000,000	\$2.35	2.40%	\$789,000	\$113,000
		16,897,000	\$2.35	2.40%	\$953,000	\$276,000
		19,234,000	\$2.35	2.40%	\$1,085,000	\$408,000
MEDIA SPACE		12,000,000	N/A	N/A	\$102,000	N/A
		14,000,000	N/A	N/A	129,000	
		16,897,000	N/A	N/A	\$138,000	\$36,000
		19,234,000	N/A	N/A		
ARTWORK					\$30,000	

Study  
December

revise

2045573994

10.3  
 15,000 (21,000, etc)  
 25,000  
 10,000  
 10,000  
 20,000

2045573995